

BH
BENSON & HEDGES
because quality matters

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

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Dear Mr. Extralongname:

A charter membership in the Benson & Hedges Privileges Club has been reserved in your name.

The Benson & Hedges Privileges Club is a "Thank You". It recognizes loyal smokers such as yourself who have made Benson & Hedges the pre-eminent choice wherever quality is prized. I'm confident that you will find your membership in the Club an enjoyable and rewarding experience.

There's no fee for joining. No obligation or commitment on your part, either.

As you will see from the enclosed, membership will bring you many valuable benefits and services.

You need only complete and mail the enclosed enrollment card to ensure that you enjoy membership benefits. After that, everything will come to you with the compliments of Benson & Hedges.

The Club is a forum through which people with shared tastes can enhance a lifestyle keyed to the most demanding standards:

Through Privileges Magazine Benson & Hedges will alert you to ideas, products, and trends which you'll enjoy knowing about--as well as special "Subscriber Only" offers.

Through a Member's Service Guide listing establishments nationwide that will serve you as you eat out, need lodging or require transportation--with coupons worth hundreds of dollars.

120 PARK AVENUE, NEW YORK

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